

## **POSTER GUIDELINES**

These guidelines should be followed when making any poster that accompanies an exhibit at the Fair. The score sheet will be used by judges to determine placings for posters in poster contests, and posters that are part of an exhibit.

**What is the purpose?** Posters provide an opportunity for you to express your ideas on what 4-H, FFA, a project, or activity means to you.

Posters will give you an opportunity to promote an idea through your art efforts.

Posters make people stop, read and remember.

Follow these rules when planning and constructing a poster:

1. Stick to one idea.
2. Keep the message short and to the point.
3. Make the exhibit simple, but interesting.

### **DETAILED EXPLANATION FOR SCORECARD ON POSTER GUIDELINES**

#### **INFORMATION GIVEN AND IDEA EXPRESSED (Worth 50 points)**

1. Theme – does the poster attract attention, focus your interest on the idea, and motivate you to take action? Is the message brief and direct?
2. Simplicity – is the poster limited to one idea and readable at a glance?
3. Originality – does the poster convey an original idea?

#### **ART, DESIGN AND LETTERING (Worth 40 points)**

1. Pleasing composition, attractive. Is the poster well balanced and neatly done?
2. Dynamic, eye-catching, original. Does the poster cause the viewers to stop and read it? Is originality used in combining the design of lettering to catch the viewer's attention?
3. Neat, easily read lettering. Is lettering neat and large enough to be easily read (14x22 inch posters should have letters from  $\frac{3}{4}$  to  $1\frac{3}{4}$  inches high)? Is ratio of letter height to width (usually 5 to 3) adequate? Are letters well spaced?
4. Use of color. Are color combinations pleasing? Do colors provide enough contrast to be readable? Are colors used for emphasis?

#### **CONSTRUCTION (Worth 10 points)**

1. Materials: texture, shape, size. Are different textures and shapes used to add variety to the poster? Are cutouts, sketches and other patterns of comparable size?
2. Durable: Is poster made from poster paper, poster board, or other durable material?